

ORDER



KLAS

Orders
Order / Rev: 37329
Alt Order #: 08866296
Product Desc: ISSUE
Estimate: 1011
Flight Dates: 09/19/12 - 09/28/12
Original Date / Rev: 09/18/12 / 09/27/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Main Street Media Group
Buying Contact:
Billing Contact:
 P.O. Box 25092
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Center for Individual Freedom
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/28/12	58	\$142,700.00	\$121,295.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	58	\$142,700.00	\$121,295.00	0.00
Totals	58	\$142,700.00	\$121,295.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$142,700.00
Market	100%	\$475,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$118,916.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$23,783.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/19/12	09/21/12	Live w/Kelly Live w/Kelly	CM	9-10a	---TF--	:30	2	\$950.00	LV1	0.00	NM	2	\$1,900.00
KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ---TF-- 2 \$950.00 0.00															
E 2	8	09/24/12	09/28/12	Live w/Kelly Live w/Kelly	CM	9-10a	MTWTF--	:30	2	\$950.00	LV1	0.00	NM	2	\$1,900.00

Order / Rev: 37329
Alt Order #: 08866296
Flight Dates: 09/19/12 - 09/28/12

Advertiser: Center for Individual Freedom
Product Desc: ISSUE
Estimate: 1011
KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N37	8	09/24/12	09/28/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a MTWTF--	:30	5	\$200.00	LV1	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--		5		\$200.00			0.00			
N38	8	09/22/12	09/22/12	Sat Prime Special KLAS Movie: Dick	CM	8-10p -----S-	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1		\$3,000.00			0.00			
N39	8	09/24/12	09/28/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a MTWTF--	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTF--		1		\$1,400.00			0.00			
N40	8	09/20/12	09/21/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a ---TF--	:30	1	\$150.00	LV1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	---TF--		1		\$150.00			0.00			
Totals													58	\$142,700.00